

## Best Before...

GB Sample: 6th - 9th January 2017

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For each of the following items, what is the maximum amount of time after the best before date (if at all) you would still use them? (Please select one option on each row. Even if you do not eat/ drink any of these products we are still interested in your opinion)

### bestbefore\_1. Milk

Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
<b>Base: All GB Adults</b>	<b>2068</b>	<b>993</b>	<b>1075</b>	<b>248</b>	<b>307</b>	<b>377</b>	<b>412</b>	<b>724</b>	<b>1137</b>	<b>931</b>	<b>509</b>	<b>339</b>	<b>199</b>	<b>265</b>	<b>474</b>	<b>1785</b>	<b>103</b>	<b>180</b>
On or before the best before date	36%	34%	38%	37%	34%	40%	34%	36%	35%	38%	33%	43%	31%	34%	35%	35%	32%	47%
The day after the best before date	22%	22%	22%	28%	26%	21%	18%	20%	20%	24%	23%	18%	24%	23%	22%	22%	27%	19%
2 days after the best before date	18%	18%	17%	16%	15%	17%	22%	18%	18%	17%	21%	17%	18%	17%	18%	18%	14%	15%
3 days after the best before date	11%	11%	10%	9%	13%	6%	10%	13%	12%	9%	9%	9%	12%	12%	13%	11%	12%	7%
4 to 7 days after the best before date	6%	6%	6%	3%	5%	6%	8%	6%	7%	4%	6%	5%	5%	6%	7%	6%	5%	6%
8 or more days after the best before date	2%	3%	2%	2%	2%	2%	3%	3%	3%	2%	2%	1%	2%	3%	3%	2%	3%	3%
Don't know	5%	6%	4%	4%	6%	8%	5%	4%	5%	6%	5%	7%	7%	5%	2%	5%	8%	4%

### bestbefore\_2. Bread

Unweighted base	2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
<b>Base: All GB Adults</b>	<b>2068</b>	<b>993</b>	<b>1075</b>	<b>248</b>	<b>307</b>	<b>377</b>	<b>412</b>	<b>724</b>	<b>1137</b>	<b>931</b>	<b>509</b>	<b>339</b>	<b>199</b>	<b>265</b>	<b>474</b>	<b>1785</b>	<b>103</b>	<b>180</b>
On or before the best before date	17%	17%	17%	15%	16%	17%	15%	19%	15%	19%	14%	19%	13%	20%	15%	16%	18%	26%
The day after the best before date	17%	17%	16%	13%	19%	16%	16%	17%	16%	17%	17%	18%	14%	18%	16%	17%	16%	17%
2 days after the best before date	22%	21%	23%	23%	24%	24%	20%	21%	23%	21%	21%	20%	23%	25%	22%	22%	19%	25%
3 days after the best before date	18%	17%	19%	20%	14%	17%	19%	18%	19%	16%	20%	15%	23%	13%	19%	18%	19%	11%
4 to 7 days after the best before date	14%	13%	15%	14%	14%	12%	16%	14%	14%	14%	15%	12%	13%	12%	17%	14%	16%	10%
8 or more days after the best before date	7%	9%	5%	8%	7%	6%	8%	6%	7%	7%	5%	9%	7%	8%	7%	7%	6%	6%
Don't know	5%	6%	5%	5%	6%	7%	5%	5%	6%	5%	7%	6%	7%	4%	4%	6%	7%	4%

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			Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
bestbefore_3. Cheese																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		20%	19%	21%	25%	26%	23%	16%	17%	17%	24%	19%	21%	17%	21%	15%	18%	27%	32%
The day after the best before date		9%	9%	9%	11%	8%	9%	8%	8%	9%	8%	8%	9%	12%	9%	8%	9%	8%	10%
2 days after the best before date		13%	15%	11%	12%	15%	14%	11%	12%	12%	13%	11%	11%	15%	16%	12%	13%	12%	12%
3 days after the best before date		11%	11%	10%	10%	10%	9%	12%	11%	12%	9%	11%	12%	9%	9%	12%	11%	6%	10%
4 to 7 days after the best before date		18%	16%	20%	10%	15%	18%	19%	21%	19%	16%	22%	20%	10%	18%	17%	18%	12%	14%
8 or more days after the best before date		24%	25%	24%	22%	21%	19%	28%	27%	26%	22%	22%	19%	31%	22%	31%	25%	26%	17%
Don't know		6%	6%	6%	9%	5%	8%	6%	5%	6%	7%	7%	7%	7%	5%	5%	6%	9%	5%
bestbefore_4. Eggs																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		30%	29%	30%	30%	40%	34%	27%	24%	28%	32%	27%	31%	22%	29%	30%	28%	35%	38%
The day after the best before date		10%	11%	9%	9%	10%	12%	10%	9%	10%	9%	11%	9%	12%	13%	8%	10%	7%	8%
2 days after the best before date		12%	14%	11%	12%	12%	11%	12%	13%	13%	12%	10%	14%	17%	11%	12%	12%	11%	13%
3 days after the best before date		9%	10%	9%	10%	9%	8%	10%	9%	9%	9%	8%	10%	12%	9%	9%	9%	6%	10%
4 to 7 days after the best before date		16%	14%	19%	17%	7%	12%	19%	21%	17%	16%	17%	13%	12%	17%	20%	17%	14%	15%
8 or more days after the best before date		16%	15%	17%	14%	13%	16%	16%	18%	18%	14%	19%	13%	17%	16%	17%	17%	14%	11%
Don't know		6%	8%	5%	9%	8%	7%	7%	5%	5%	8%	6%	9%	8%	6%	4%	6%	12%	5%
bestbefore_5. Fish																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		58%	52%	65%	46%	58%	65%	58%	60%	59%	57%	60%	59%	54%	57%	57%	58%	56%	66%
The day after the best before date		17%	19%	14%	26%	17%	15%	17%	14%	17%	16%	18%	12%	18%	16%	18%	17%	19%	15%
2 days after the best before date		9%	11%	7%	7%	8%	7%	10%	11%	8%	10%	8%	8%	11%	8%	10%	9%	10%	8%
3 days after the best before date		4%	5%	3%	3%	5%	3%	4%	5%	5%	2%	3%	6%	3%	6%	3%	4%	2%	2%
4 to 7 days after the best before date		2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	2%	-	1%
8 or more days after the best before date		2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%
Don't know		9%	10%	8%	14%	11%	8%	8%	7%	7%	11%	9%	13%	9%	9%	7%	9%	12%	7%

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		Total	Gender		Age					Social Grade		Region							
			Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
bestbefore_6. Chicken																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		56%	50%	62%	50%	59%	60%	53%	57%	54%	58%	58%	57%	51%	50%	57%	56%	57%	61%
The day after the best before date		18%	20%	16%	23%	16%	17%	22%	16%	20%	16%	19%	16%	18%	22%	18%	18%	18%	16%
2 days after the best before date		10%	11%	10%	12%	10%	7%	10%	12%	10%	10%	9%	9%	14%	10%	12%	10%	6%	10%
3 days after the best before date		5%	7%	3%	5%	6%	4%	5%	5%	6%	4%	4%	6%	4%	7%	5%	5%	8%	3%
4 to 7 days after the best before date		2%	2%	1%	2%	-	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	2%	3%	2%
8 or more days after the best before date		2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%
Don't know		7%	7%	7%	7%	9%	9%	7%	5%	6%	8%	7%	9%	9%	7%	4%	7%	7%	5%
bestbefore_7. Beef																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		39%	32%	46%	46%	43%	40%	33%	39%	36%	44%	36%	41%	35%	42%	40%	39%	38%	44%
The day after the best before date		19%	21%	18%	17%	22%	23%	23%	14%	22%	15%	20%	17%	22%	21%	18%	19%	23%	18%
2 days after the best before date		15%	16%	13%	14%	12%	14%	15%	16%	15%	14%	16%	11%	16%	14%	15%	14%	15%	18%
3 days after the best before date		9%	11%	7%	7%	6%	6%	10%	12%	10%	8%	9%	11%	7%	7%	10%	9%	11%	5%
4 to 7 days after the best before date		6%	7%	5%	1%	3%	3%	8%	8%	6%	5%	6%	5%	7%	5%	7%	6%	2%	5%
8 or more days after the best before date		4%	5%	2%	2%	1%	4%	3%	5%	4%	3%	3%	3%	3%	4%	5%	4%	5%	3%
Don't know		9%	9%	9%	13%	13%	10%	9%	5%	8%	10%	10%	13%	11%	7%	6%	9%	8%	7%
bestbefore_8. Ham																			
Unweighted base		2068	987	1081	207	255	354	480	772	1237	831	502	303	162	267	449	1683	142	243
Base: All GB Adults		2068	993	1075	248	307	377	412	724	1137	931	509	339	199	265	474	1785	103	180
On or before the best before date		39%	34%	44%	39%	43%	39%	35%	40%	36%	43%	36%	44%	35%	36%	40%	39%	43%	43%
The day after the best before date		19%	20%	18%	20%	19%	22%	20%	16%	20%	18%	19%	14%	21%	21%	20%	19%	21%	17%
2 days after the best before date		17%	19%	16%	14%	16%	18%	17%	19%	19%	16%	19%	17%	19%	17%	16%	18%	12%	18%
3 days after the best before date		9%	9%	9%	9%	6%	7%	12%	10%	10%	8%	11%	8%	5%	8%	11%	9%	11%	8%
4 to 7 days after the best before date		5%	6%	3%	2%	2%	4%	5%	7%	5%	5%	5%	4%	7%	4%	5%	5%	4%	6%
8 or more days after the best before date		2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	3%	3%	2%	2%	2%	2%
Don't know		9%	9%	9%	14%	12%	9%	9%	6%	9%	9%	9%	12%	11%	11%	5%	9%	7%	6%